

## Consumer Poll Results

by Bob Saydlowski, Jr.

In the January '86 issue, all *MD* readers were invited to participate in a special *Consumer Poll*, voting for the top companies and products in six different categories. Well, the ballots are in, the votes have been counted, and here are the winners (plus their percentage of votes earned):

### 1. MOST INNOVATIVE COMPANY

- Acoustic drums: TAMA (35%)
- Cymbals: PAISTE (58%)
- Electronic drums: SIMMONS (84%)
- Accessory: LATIN PERCUSSION (23%)

### 2. BEST QUALITY AND CRAFTSMANSHIP

- Acoustic drums: SONOR (31%)
- Cymbals: ZILDJIAN (67%)
- Electronic drums: SIMMONS (78%)
- Accessory: LATIN PERCUSSION (21%)

### 3. MOST CONSUMER/SERVICE-ORIENTED

- Acoustic drums: LUDWIG (24%)
- Cymbals: ZILDJIAN (61%)
- Electronic drums: SIMMONS (75%)
- Accessory: DRUM WORKSHOP,

LATIN PERCUSSION (tie) (23% each)

### 4. MOST INTERESTING AD/ MARKETING CAMPAIGN

PRO-MARK: "Not Yet Famous Drummer" (12%)

### 5. MOST NEEDED PRODUCT

PEARL DRUM RACK (11%)

### 6. MOST INNOVATIVE AND INFLUENTIAL PRODUCT

SIMMONS SDS5 (40%)

The largest number of nominees were submitted for Most Interesting Ad and Most Needed Product (45 and 38, respectively). Even the magazine you're reading right now received some nominations in various categories!

Simmons seems to be the word on everyone's lips these days, as that company won four categories and received the largest percentage of votes in those sections. Ballot comments included "continuous improvement of sounds," "most programmable sets to date," "immediately responded to player complaints about pad surfaces," "first electronics that could be effectively played as a set," "digital chips and sampling," and "forced 'traditional' companies to offer electronic lines." (I

found it interesting that, in the final category, some readers remembered the Synare products, voting them most influential.)

Tama's win for innovative drum company was evidenced by various voter comments: "Touch-Lock hardware, *Multi-Clamp*," "Artistar line, *Octobans*, *Gong Bass*, custom finishes," "seem to have the most practical, yet progressive developments," "several product lines at various price levels," "excellent hardware (the leader!)," and "ten years ago, they were just catching on; now look where they are!"

The words *Colorsound* and *Rude* kept cropping up for Paiste, as well as: "constantly willing to try new things," "diversity and quality of sound," "many specialty products," "extensive sound development/expansion," and "*Rudes* were the most innovative cymbal of the '80s."

Voters seemed to be taken with the Latin Percussion (now LP Music Group) vast array of products: "they come out with so much to help the all-around percussionist," "everything they make is useful," and "tremendous variety!"

In winning for quality and service, Zildjian received the following comments: "treats you like family," "very concerned about the consumer," "easy replacement of flawed equipment," "the perfect marriage of hand-craftsmanship and technology," "good representatives who answer your questions," "consistency in sound," and "Zildjian quality has stood the test of time."

Ludwig's service win included these ballot comments: "excellent response to complaints and suggestions," "very interested in you as a person," "800 numbers made available to consumers," and "for years they've had clinics and educational materials."

"Small enough and involved enough to care," "willingness to help the customer," and "broken pedal piece was immediately replaced, free of charge" were some of the reasons why voters nominated Drum Workshop to win the service category.

Pro-Mark's ad "gave lesser-known drummers and students a chance to have their pictures in a national magazine." And as Most Needed Product, Pearl's Rack "helps tremendously in setup and teardown," in addition to providing "looks, convenience, and durability."

Thanks to all who responded to the Consumer Poll. I wonder if the next ten years will make for a total change in the standings. Let's try it again in 1996!

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